



# MEDIA RELEASE

Thursday, September 12, 2024

## Next Nine boss must put the journalism first

Nine Entertainment must not waste the opportunity created by the departure of Chief Executive Officer Mike Sneesby to reset the business with a clearer focus on supporting quality journalism, says the Media, Entertainment & Arts Alliance.

MEAA says the next CEO appointed by Nine must restore investment in journalism to regain public trust after a series of scandals at the company.

The acting Director of MEAA Media, Michelle Rae, said the recent strike by journalists in Nine's publishing division had been effectively a vote of no confidence in the direction Mr Sneesby had taken the company over the past few years.

"Journalists went on strike because they were sick and tired of Nine putting the interests of high returns to shareholders ahead of investment in the editorial frontline staff upon whom the company's reputation for independent quality journalism depends," she said.

"They want an end to the cover ups and big pay outs for bad behaviour by Nine executives. They want an end to the overseas junkets to the Paris Olympics and other events. And they want an end to the mindless cuts that included up to 90 print editorial jobs announced in the middle of an enterprise bargaining campaign.

"The next Chief Executive of Nine will have an opportunity to turn a fresh page and reset the company with a focus on its most valuable assets, its editorial staff, including aligning the publishing, broadcasting and digital operations to get the most out of its journalistic strengths.

"Nine management must understand that there is no financial bottom line without a strong journalistic frontline.

"MEAA members are willing to work constructively with the next managing director to achieve those outcomes. This opportunity must not be lost."

**More information: Mark Phillips, 0422 009 011**

📍 PO Box 723 Strawberry Hills NSW 2012 📞 1300 656 513

**BUILT ON INTEGRITY. POWERED BY CREATIVITY. MEAA.ORG**

ABN 84 054 775 598